

CURRICULUM VITAE

Personal Details

- **Name:** Sonam Dorji
- **Date of Birth:** 30th October 1998
- **Sex:** Male
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Employment History

- **Date of Appointment:** 15th November 2020
- **Employment Identity No:** 202011918033
- **Working Organization:** Department of Information and Media,
Ministry of Information and
Communications, Royal Government of
Bhutan.
- **Position Title:** Assistant Information and Media Officer

Key Job Responsibilities

- Monitor and evaluate the use of and effectiveness of media materials.
- Generate and analyze reports (quarterly/halfly/yearly) on web traffic and Key Performance Indicator (KPIs) using Google Analytics (GA) and other social media focused analytics tools.
- Develop multimedia communications materials, including press releases, blog posts and social media content.
- Develop Annual Social Media and Website plan and align as per department's mandate.
- Manage and update the consolidated COVID-19 webpage - a one stop platform for comprehensive COVID-19 information in Bhutan.
- Manage and update the GOV.BT- National Portal of Bhutan.
- Manage the department's website and social media platforms and ensure increase in followers.
- Plan and create communication content to promote the department's brand and visibility.
- Develop and maintain contact information, materials and relationships with journalists and media outlets (print, TV, Radio).

- Maintain digital media archives including photos and videos and maintain records of media coverage and collate analytics and metrics.
- Administrator of GOV.BT- National Portal of Bhutan and updates on a regular basis.

Academic Details

- 01/08/2016 – 15/06/2019: Completed Bachelor of Journalism and Mass Communication from Sharda University, India with 87.36%.
- 15/02/2015– 31/12/2015: Completed Higher Secondary School with 67.25%
- 15/02 /13 - 15/12/2013: Completed Middle Secondary School with 72%

Most important accomplishments

- Planned and Coordinated the first of its kind Photography Exhibition titled “InFocus-a Photography Exhibition” organized by the Department of Information and Media in collaboration with Royal Textile Academy of Bhutan.
- Drafted a concept note for the Promotion of Creative Industry in Bhutan.
- Drafted a concept note on the first of its kind Creative Arts Festival in Bhutan titled “Bhutan Creative Arts Festival (B-CAF).
- Sensitized the general public and college students on Media and Information Literacy (MIL).
- Assisted in drafting a concept note on Whole-of-Government Communication Strategy for the Royal Government of Bhutan.
- Assisted in drafting a curriculum for Black Box Theater (Drama Program) initiated by the Department of Information and Media under the Ministry of Information and Communications.
- Coordinated in organizing the first of its kind International Music Festival in Bhutan titled Hidden Kingdom World Music Festival (HKWMF).
- Managed the consolidated COVID-19 webpage -a one stop platform for comprehensive COVID-19 information in Bhutan and obtained 1.1 Million hit counts till date.

Certificates and Achievements

- Recipient of best student of the semester (January-May 2018) for the classes of Media Research and Online Convergent Journalism of Sharda University, India.
- Recipient of Druk Thuksey Representational Pin (Son/Heart of the Thunder Dragon) in 2021 in recognition of loyalty and selfless service to the nation.
- Volunteered as Frontline Responder for COVID-19 in 2020 and 2021.
- Completed 39th batch Desuung Integrated Training Program (Guardian of Peace and Harmony). The training was instituted upon command of His Majesty the King of Bhutan with the objective to encourage all citizens to be active in the greater role of nation building.
- Member of Trongsa Penlop Thuendrel Club -Trongsa Penlop Thuendrel Club is formed by the recipients of the prestigious Trongsa Penlop Scholarship (TPS)- a scholarship which is bestowed upon by His Majesty The King.
- Youth Volunteer at the Bhutan Red Cross Society and volunteered at various events.
- Participated in the Quiz Competition held on the occasion of INNOVATION DAY celebrated at Sharda University on 15th October, 2016, 85th Birth Anniversary of Dr. A.P.J Abdul Kalam.
- Participated and volunteered in the food festival during the 112th National Day organized by the Department of Culture, Ministry of Home and Culture in 2019.
- Recipient of certificate for 1st runner up in the school singing competition in 2012.
- Recipient of certificate in recognition of 100% attendance in class 12 for the academic year 2015.

Significant Training/Workshops attended

- Participated in the workshop on “Effective Writing Skills for Public Relation (PR) Staff” organized by International PR Training PTE LTD, Singapore in April 2022.
- Attended a workshop on “Copyright Enforcement” organized by the Department of Intellectual Property, Ministry of Economic Affairs, Royal Government of Bhutan in September 2021.
- Completed two months internship under News and Current Affairs and TV Channel 2 in Bhutan Broadcasting Service Corporation Limited (BBSCL) in 2019. BBSCL is the only TV Broadcasting Station in Bhutan.
- Participated and contributed in conducting the first ever week-long Bhutan Cybersecurity Week organized by Bhutan Computer Incident Response Team (BtCIRT)

in 2022.

- Participated in a one month national survey on effectiveness and efficiency of the National Language (Dzongkha) organized by Dzongkha Development Commission (DDC) in 2020.
- Completed a Udemy course on Creative, Design Thinking and Innovation for Business.
- Completed a Udemy course on Digital Masterclass: How Technology is changing the world.
- Completed a Udemy course on Public Relations: Media Crisis Communications.